

DIPLOMA



ACBI
Australian College of
Business Intelligence

In partnership with

DTA DIGITAL TECH
ACADEMY

11422NAT

Diploma of Digital Marketing

DIGITAL MARKETING

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About this course

The 11422NAT Diploma of Digital Marketing will equip you with the skills you need to plan, run, evaluate and optimise digital marketing campaigns. Throughout this course, you'll develop your skills in using a wide range of industry-respected digital marketing tools. You'll gain experience in setting up and configuring various platforms.

What you'll learn

- Discover how to use a range of AI tools to assist with creating marketing campaigns
- Learn how to write persuasive copy, such as text that convinces people and persuades them to buy a product
- Discover how to research target audiences and engage them on social media
- Be equipped to create and optimise performance marketing campaigns, such as Performance Max campaigns
- Build your ecommerce marketing skills, including selecting payment gateways and developing strategies to drive online sales
- Learn how to plan and implement marketing automation
- Build your ability to run omnichannel campaigns that use personalised marketing techniques
- Learn how to use marketing experiments and organic marketing

Entry Requirements For International Students

- Completed Australian Year 12 (or equivalent)
- IELTS 6.0 (or equivalent) if a non-native English speaker
- At least 18 years of age
- Access to a computer with reliable internet connection

Career Opportunities

- Social Media Manager
- Digital Marketing Specialist
- Digital Copywriter
- Email Automation Specialist
- Performance Marketing Manager

Course Overview

Qualification

Diploma

CRICOS code

120239A

Study mode

Blended learning

Duration

52 weeks

Units

8 units

Course Units

Diploma of Digital Marketing

Unit code	Unit name	What you'll gain
NAT11422001	Conduct omnichannel marketing	Build your ability to plan and deliver personalised, customer-focused marketing campaigns that put the customer experience first. Learn how to effectively integrate in-store and online experiences and provide engaging customer experiences.
NAT11422002	Facilitate organic and earned marketing	Explore how to plan and deliver organic digital marketing campaigns using AI-based tools. Learn how to AI to support content creation and optimisation. Plus improve reach and engagement while generating valuable earned media.
NAT11422003	Apply marketing automation	Being able to use automation is a key digital marketing skill. In this unit, you'll learn how to use triggers and workflows to deliver the right communication to the right audience at the right time.
NAT11422004	Test to optimise performance	Understanding how to run marketing tests and experiments can help you accelerate your digital marketing career. In this unit, you'll gain vital skills in using AI to help you develop marketing experiments to improve marketing performance.
BSBMKG555	Write persuasive copy	Gain a solid foundation in copywriting – that is, being able to write text that drives people to take action. Learn how to interpret a creative brief. Then use AI tools to help you brainstorm ideas and prepare persuasive content.
BSBMKG547	Develop strategies to monetise digital engagement	Be equipped to lift online sales and improve a brand's online stores. In this unit, you'll discover how to engage customers, select payment processing technologies and optimise ecommerce websites.
BSBMKG546	Develop social media engagement plans	Gain the skills and knowledge you need to drive interactions on social media. In this unit, you'll learn how to research a target audience, plan a social media engagement strategy and evaluate social media engagement.
NAT11422005	Plan and conduct performance marketing	Gain the skills you need to run online advertising where advertisers pay only when there are measurable results. Discover how to plan, implement and evaluate a range of performance marketing campaigns, including Performance Max campaigns.